

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND the claims as follows:

1. (currently amended) An information inquiry apparatus that receives information inquiry of a user from a terminal connected through a communication pathway and that receives advertising information of a product, including pricing data and/or an advertisement link that allows access to additional advertising information, from an advertising company, the information inquiry apparatus comprising:

an electronic data storage device that stores

an inquiry information file that stores the inquiry information of the user, and

an advertisement information file that stores the advertising information[[,]]; and

a computer processor that executes

retrieval of user information according to the information inquiry of the user,

an inquiry image display generator that generates and transmits display data from the inquiry information file and the advertisement information file so that a display image of the display data contains the retrieved user information and the advertising information,

a purchase simulator that simulates for the advertising company a purchase of the advertising company product based upon the retrieved user information and the received advertising information including the pricing data, and

a product promotion analyzer that computes a product promotion result of the advertising information based upon the purchase simulation of the advertising company product by the purchase simulator and transmits the product promotion result of more than one users in aggregate to the advertising company such that privacy is further ensured for the more than one users.

2. (Previously Presented) The information inquiry apparatus in claim 1, wherein the computer processor further executes storing in the electronic data storage device a confirmation information file that stores confirmation information when the user submits the information inquiry from the terminal and the user receives the display image.

3. (Previously Presented) The information inquiry apparatus in claim 2, wherein the user is an employee of an organization and the confirmation information is sent to the organization.

4-5. (CANCELLED)

6. (Previously Presented) The information inquiry apparatus in claim 1, wherein the user is an employee of an organization and the advertising information includes information tailored to at least one of an employee income level, an employee organizational unit and an employee information input.

7. (currently amended) An employee information communication method, comprising:

- electronically storing employee information of an organization including at least one of employee name, employee company, employee number and employee password;

- electronically storing advertising information of a product, including pricing and/or an advertisement link that allows access to additional advertising information, from an advertising company;

- electronically storing employee detailed wage information including at least one of employee number, employee company, employee name, payment amounts, deduction amounts and date of payment from the organization;

- receiving an inquiry from an employee of the organization;

- generating and transmitting to the employee a detailed wage image that includes the advertising information, the employee information and the employee detailed wage information;

- simulating on behalf of the organization and the advertising company a purchase of the advertising company product based upon the employee detailed wage information of the organization and the advertising information including the pricing data; and

- computing a product promotion result of the advertising information based upon the

simulating on behalf of the organization and the advertising company of the purchase ~~by the organization~~of the advertising company product and transmitting the product promotion result of more than one employees in aggregate to the advertising company so that privacy is further ensured for the more than one employees.

8. (ORIGINAL) The employee information communication method in claim 7, further comprising electronically storing confirmation information when the employee submits the inquiry and receives the detailed wage image.

9. (Previously Presented) The employee information communication method in claim 8, further comprising sending the confirmation information to the organization.

10-11. (CANCELLED)

12. (ORIGINAL) The employee information communication method in claim 7, wherein the advertising information includes information tailored to at least one of an employee income level, an employee organizational unit and an employee information input.

13. (Currently Amended) An employee information communication system, comprising:

a first electronic data storage device that stores employee information of an organization including at least one of employee name, employee company, employee number and employee password;

a second electronic data storage device that stores advertising information of a product, including pricing and/or an advertisement link that allows access to additional advertising information, from an advertising company;

a third electronic data storage device that stores employee detailed wage information including at least one of employee number, employee company, employee name, payment amounts, deduction amounts and date of payment from the organization;

an image generator that receives an inquiry from an employee of the organization and generates and transmits to the employee a detailed wage image that includes the advertising information, the employee information and the employee detailed wage information;

a purchase simulator of the organization that simulates for the advertising company a

purchase of the advertising company product based upon the employee detailed wage information of the organization and the advertising information including the pricing data; and a product promotion analyzer that computes a product promotion result of the advertising information based upon the purchase simulation of the advertising company product by the purchase simulator and transmits the product promotion result of more than one employees in aggregate to the advertising company so that privacy is further ensured for the more than one employees.

14. (ORIGINAL) The employee information system in claim 13, further comprising a fourth electronic data storage device that stores confirmation information when the employee submits the inquiry and receives the detailed wage image.

15. (Previously Presented) The employee information system in claim 14, wherein the confirmation information is sent to the organization.

16-17. (CANCELLED)

18. (ORIGINAL) The employee information apparatus in claim 13, wherein the advertising information includes information tailored to at least one of an employee income level, an employee organizational unit and an employee information input.

19-23. (cancelled)